

2020 Census Program Management Review

Decennial Census Programs

U.S. Census Bureau

April 12, 2016

Welcome

Lisa Blumerman

Associate Director, Decennial Census Programs

Welcome

Housekeeping Items

- Meeting is being broadcast via a publicly available web broadcast. Consider all microphones live at all times when having sidebar conversations
- For questions, please remember to speak directly into the microphones for the benefit of other participants, including those watching via any external broadcast
- There are legal requirements we must follow when talking with contractors or potential contractors
 - Information from Michael Palensky, Chief Acquisition Division
- Location of Restrooms
- Emergency exits

Welcome

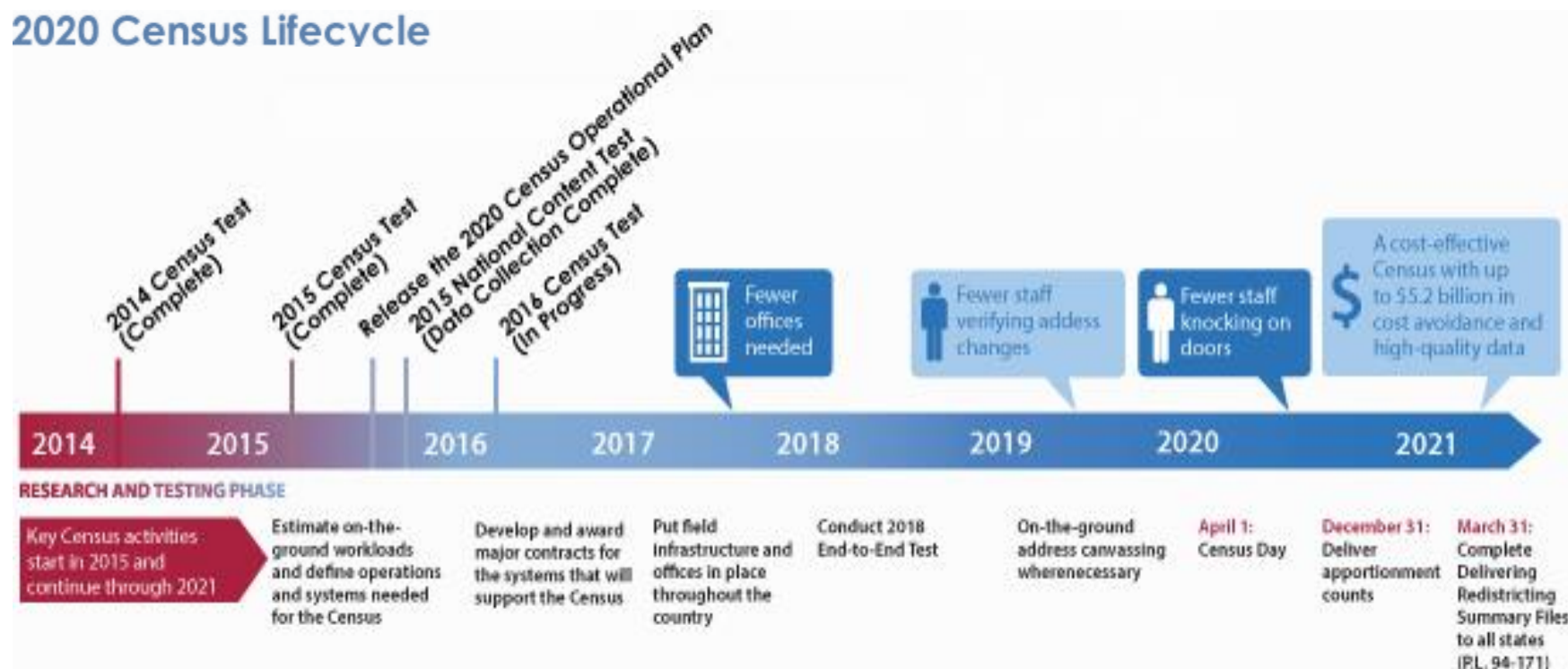
Today's Agenda

- Welcome and High-Level Program Updates
- Program Management Updates
- 2020 Census Readiness
 - 2016 Census Test
 - Address Canvassing Test
 - 2020 Census Systems
- Operational Updates
 - 2015 National Content Test
 - 2020 Redistricting Program
- Wrap-up

The 2020 Census

Where Are We Today?

2020 Census Lifecycle



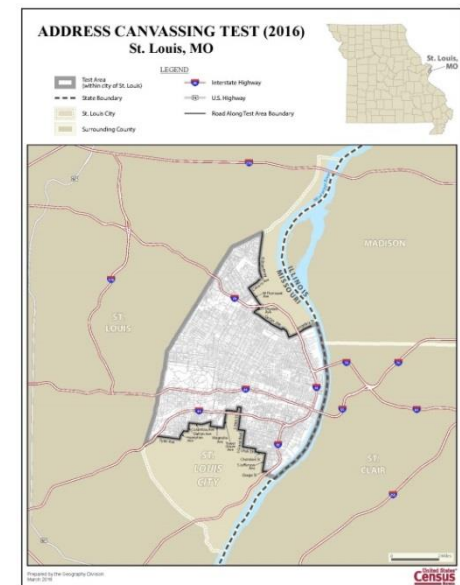
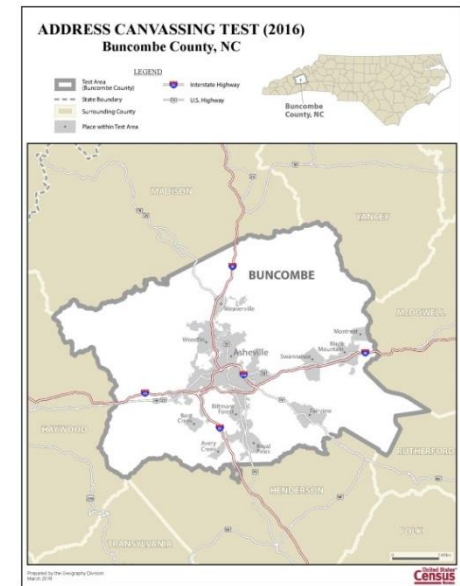
Address Canvassing Test

Overview

- Begins in the Fall 2016
- Two contiguous sites, approximately 12,600 blocks in total
 - One site is a mix of urban, suburban and rural territories
 - One site is a principal city of a metropolitan statistical area

Purpose

- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
- Conduct an In-Field Relisting to collect data to refine future Quality Control operations

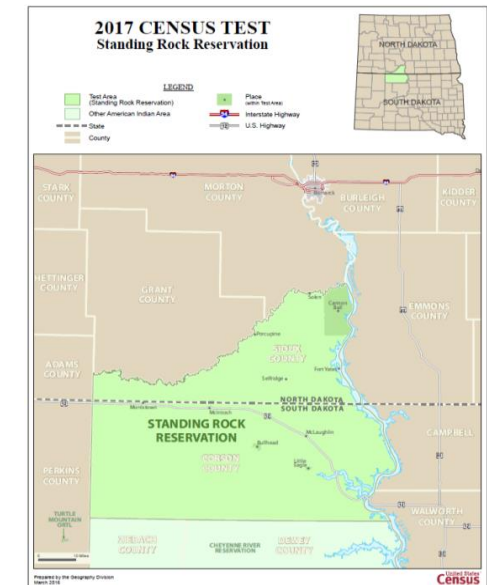
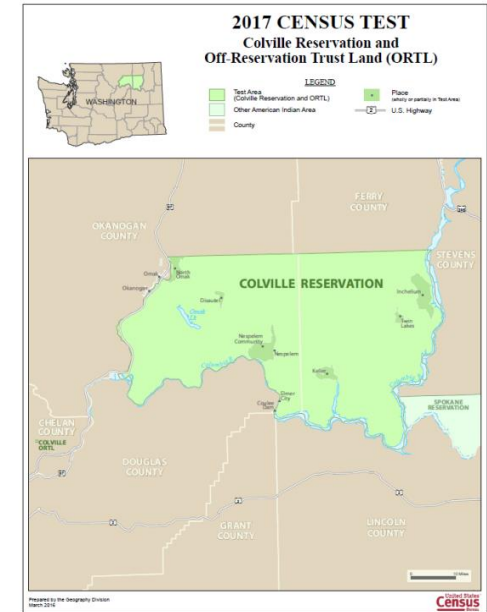


2017 Census Test Overview

- April 1, 2017 Census Day
- A site test on tribal lands with Update Enumerate
- Additional testing through a nation-wide self-response test

Purpose

- Test the integration of operations and systems for Update Enumerate
- Test the integration of operations and systems for Self-Response
- Test the feasibility of collecting tribal enrollment information



2017 Puerto Rico Census Test Overview

- April 1, 2017 Census Day
- A site test in Puerto Rico

Purpose

- Test the Address Canvassing operation in Puerto Rico
- Integrate Self-Response, Update Enumerate (UE), and Nonresponse Followup operations
- Test adaptive design and use of administrative records and third-party data in Puerto Rico
- Test Spanish versions of the software/systems needed to support Census activities



The 2020 Census

Looking Ahead

2016 Census Test (April 1st Census Day)

Address Canvassing Test

2016

Boundary and Annexation Survey – Governmental entities receive their annual invitation to update their legal boundaries

Publish Proposed 2020 Residence Rule and Situations with 30-day Comment Period

Award Contract for the 2020 Census Questionnaire Assistance (CQA)

Award Integrated Communications Contract

Publish Final 2020 Residence Rule and Situations (Late 2016)

2017 Census Test (April 1st Census Day)

Puerto Rico Census Test

2017

Topics to Congress – by March 31, 2017

Local Update of Census Addresses – Invitations sent to governmental entities to participate in review of our Master Address File and is complete in 2018

2018

2018 End-to-End Test (April 1st Census Day)

Question Wording to Congress – by March 31, 2018.

2019

Partnership Program – Launch of the partnership program

Complete Count Committees – Formation of committee's should be complete

Advertising – Begins in early 2020

2020

Census Day – April 1, 2020

Nonresponse Followup – Begins in late April and continues until late June/early July

Apportionment Counts to the President – by December 31, 2020

2021

Redistricting Counts to the States – by March 31, 2021